

Food and Drug Administration
Center for Food Safety and Applied Nutrition
Office of Special Nutritionals

ARMS#

13328



2 - LABEL SAMPLE

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American Weight Loss Clinic

4060 Peachtree Rd., NE SUITE D-332
Atlanta, Georgia 30319



Dr. Shah
FAX-202-205-3126

Tyrozene is a pharmaceutical-grade formula that causes a thermogenic effect in your body, which is a raising of your body temperature without exercising. It also has a patented appetite suppressant developed by the International pharmaceutical company Sabinsa Corp.

After years of using each component in Tyrozene, it has been deemed twice as safe as aspirin and four times safer than ibuprofen. Tyrozene is manufactured by an FDA approved facility for over-the-counter pharmaceuticals.

According to the International Journal of Obesity the thermogenic compound used in Tyrozene has shown evidence of being 29% more effective than Redux and Harvard School of Medicine reported an accelerated weight loss over 300%. The average weight loss in the two month supply has been found to be 14% of your total body weight.

It is a proprietary blend of 7 active ingredients.

1. Synephrine-beta agonist / mild stimulant used to speed up metabolism, burn fat
2. Xanthines-a synergistic product that helps *Sida cordifolia* and synephrine work twice as effective. It also helps increase lipolysis (the breakdown of fat).
3. Citrin K-a patented appetite suppressant made by the international pharmaceutical firm Hoffman-LaRoche. It acts to inhibit an enzyme in the liver to convert carbohydrates to fat.
4. L-Tyrosine-an amino acid used to help affect neurotransmitters in your brain which helps your focus, mood, and plays a critical role in assuring the product doesn't stop working after a short period of time. It is considered a mood elevator.
5. DMAE(Dimethylaminoethanol)-helps increase acetylcholine, which is the primary neurotransmitter for the central nervous system.
6. Salax Alba-used to decrease the amount of other 6 ingredients needed to remain effective.
7. Sida Cordifolia-mild stimulant used to speed up metabolism and burn fat.

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PRESS RELEASE

MEDIA CONTACT: Andrew Wright
Communications Director

FOR IMMEDIATE RELEASE
(01-Jun-98)

Tyrozene Released for National Availability ***New Formula Proven 29% More Effective Than Redux***

On June 1, 1998, the American Weight Loss Clinic announced the release of **Tyrozene**, a ground-breaking pharmaceutical engineered to produce dramatic weight-loss QUICKLY and SAFELY.

Tyrozene is manufactured in accordance with the Federal Code of Regulations, Title 21, section 211m - **Approved by the FDA.**

Officials at the American Weight Loss Clinic believe **Tyrozene** is poised to become "the clear alternative to weight-loss solutions currently available over-the-counter." According to Clinic Administrator, Thomas Holda, recent reports in the International Journal of Obesity have confirmed the Clinic's belief in **Tyrozene**'s effectiveness. The Journal documented cases in which the **Tyrozene** formula increased weight loss by 300% when dieting.

More impressive, however, are the independent studies performed by leading researchers at **Harvard Medical School** on the mechanism by which **Tyrozene** produces such extraordinary results. According to Holda, "The results of Harvard's research exceeded even our expectations. We were confident **Tyrozene** was an effective product, but were thrilled to learn that this technology had been proven to outperform **Redux** by 29%."

Beginning June 1, 1998, the American Weight Loss Clinic will begin a nationwide marketing campaign making **Tyrozene** available to the general public.

Professional discounts are being made available to all members of the medical community. Inquiries regarding such discounts should be directed to the Customer Service Department at the American Weight Loss Clinic at 1.800.920.5819.

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American Weight Loss Clinic

4060 Peachtree Road • Suite D-332 • Atlanta, Georgia 30319 • 1.800.920.5819

Thomas Holda
Clinic Administrator

29% more effective than Redux!

Breum L. Pedersen JK, et al

Dear Friend,

For FIVE minutes, forget EVERYTHING you have EVER read or heard about LOSING WEIGHT! Give yourself FIVE minutes to read this letter and the enclosed brochure...this information can dramatically change your life!

On June 1st, 1998, the American Weight Loss Clinic announced the release of **Tyrozene**, a pharmaceutical-grade weight-loss formula that was proven to be 29% more effective than Redux (the number one selling diet pill in America since 1996)!

This technology, founded on research conducted by the world's leading physicians at the Harvard School of Medicine, was found to increase a person's weight-loss by 300% when dieting!

Specifically, **Tyrozene** utilizes the following three-pronged approach to stimulate dramatic weight-loss ... QUICKLY and SAFELY:

- 1) **Tyrozene** creates a "natural furnace" within the body, activating a physiological reaction which QUICKLY and effectively burns stored fat, generating energy throughout the body WITHOUT HAVING TO EXERCISE!
- 2) Once you take **Tyrozene**, a biochemical process begins which results in fewer fatty acids being synthesized and therefore less fat is available for storage. With less fat stored in the cells, the buildup of body fat is dramatically reduced.
- 3) By freeing the liver to produce additional levels of glucose, **Tyrozene** stimulates the brain to send fewer and less intense appetite signals ... drastically reducing your appetite and cravings!

This advanced, pharmaceutical-grade weight loss formula has produced extraordinary results in a clinically-controlled environment and promises to change the way Americans view dieting!

It has taken the staff at American Weight Loss Clinic nearly 24 months of tireless work to produce a formula that works this quickly, safely and effectively, and NOW **Tyrozene** is available without a prescription ... AND with a 100% MONEY BACK GUARANTEE!

Our results have been so conclusive, we are completely confident **Tyrozene** will work for you!

If, however, you are not completely satisfied with the results you receive from **Tyrozene**, then simply return the unused portion within the first 30 days for a complete refund of the price of the product!

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What separates **Tyrozene** from the hundreds of other weight-loss products sold in the United States is twofold:

- 1) **Tyrozene** is backed by research from the world's most prominent physicians ... and the results are conclusive!
- 2) Unlike our competitors, our commitment to you begins once we've shipped your product! Our goal is to help you lose weight, QUICKLY and SAFELY! Our Customer Support staff at American Weight Loss Clinic is available 6 days a week to field ANY questions or concerns you may have once you've started taking **Tyrozene**.

The time to take control of your weight-loss concerns is NOW! **Tyrozene** offers you an advanced technology to help you address these concerns efficiently AND safely ... AND without any adverse side effects.

By ordering TODAY, we will immediately ship your two-month supply of **Tyrozene** along with detailed information regarding its use and specific indications.

Take the time NOW to make this important decision! If you're like millions of other Americans who have tried countless diet programs and products without success, I ask you to STOP and carefully read the enclosed material.

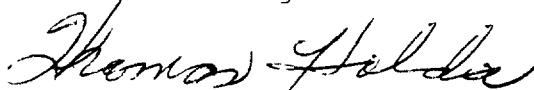
For your review, I have also enclosed a copy of the PRESS RELEASE issued to members of the Associated Press on June 1, 1998 announcing the release of **Tyrozene**. This patented technology has been proven 29% more effective than Redux and is certain to become one of the leading tools for weight-loss in America!

Remember, **Tyrozene** stands apart from the competition, and the American Weight Loss Clinic stands by its clientele!

To order TODAY, simply complete and return the enclosed ORDER FORM or call our Customer Service office at 1-800-920-5819. **This will be the most important step you have ever made toward reaching your IDEAL WEIGHT and putting your weight problems behind you ... forever!**

I thank you for your consideration, and we look forward to working with you in the months ahead!

With warmest regards!



Thomas Holda, Clinic Administrator

P.S. PLEASE, for YOUR sake ... give **Tyrozene** a chance to work for you! Our Customer Support staff is eager to help you reach your ideal weight, and **Tyrozene** offers the ideal opportunity for this to happen!

P.P.S. REMEMBER, the American Weight Loss Clinic has backed **Tyrozene** by a 100% Money Back Guarantee! You have absolutely NOTHING to lose except "a lot of weight!"

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American Weight Loss Clinic

4060 Peachtree Rd. Suite D-332
Atlanta, Georgia 30319
Toll Free: 1.800.920.5819



Tyrozene

Patented Breakthrough
in Scientific Weight Loss

Clinically proven to increase
weight loss by 300%!

*I just called this
Co. after we got off
the phone and asked
them to send me
this info.*

*This is what they
sent me.*

Thanks for

checking into this.

Harvard Medical School Dept. of Medicine
Daly PA, Krieger DR, Medline, Feb 1998

29% MORE effective than Redux!

International Journal of Obesity
Breum L. Pederson JK, Medline, April 1998

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Tyrozene

NSD mg

MAXIMUM WEIGHT LOSS

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What is Tyrozene?

Delivered in small, easy-to-swallow capsules, **Tyrozene** is defined by its potent beta 2 agonist properties. This scientifically designed pharmaceutical-grade formula affects dramatic weight-loss by creating a "natural furnace" within the body, increasing your metabolism, drastically curbing your appetite and causing you to feel "full" more quickly.

After extensive clinical trials, the **Tyrozene** formula has been found to be extremely safe while delivering what experts have called "the most effective diet pill on the market."

NOTE: Because the drug levels within **Tyrozene** fall below the FDA's "prescription strength" classification, **Tyrozene** can now be obtained without a prescription.



How Effective is Tyrozene?

Researchers at the **Harvard School of Medicine** completed an independent study on this patented formula and reported an accelerated weight loss of 300% in a clinically-controlled environment! Additionally, reports recently surfaced in the *International Journal of Obesity* stating the **Tyrozene** formula had proven to be **29% more effective than dextenfluramine (Redux)**, the number-one selling weight loss drug in America over the past three years!

In our own clinical trials, our clients lost 14% of their total body weight within a two-month period. These results were achieved **without having to follow a strict diet or participate in a stringent exercise routine.**

In fact, the **American Weight Loss Clinic** is so confident in **Tyrozene's** ability to quickly stimulate dramatic weight loss, we are issuing a **100% Money Back Guarantee**. If, for any reason, you are not completely satisfied, simply return the unused portion within the first 30 days for a full refund of the product price—no questions asked!

Tyrozene:
Increased
weight-loss by
more than
300%!

Harvard

School of Medicine

**29% more
effective than
Redux!**

Breum L. Pedersen JK, et al

Medical Community Confirms Tyrozene's Effectiveness:

*In clinically-controlled studies, the **Tyrozene** technology stimulated 29% greater weight-loss than **Redux***

*Breum L. Pedersen JK et al
International Journal of Obesity 18 99 103*

*Unlike MOST weight-loss formulas on the market today, the mechanism by which **Tyrozene** stimulates such dramatic weight loss does not diminish over time. Rather, **Tyrozene's** effectiveness actually increases the longer you take it.*

*Astrup A et al
American Journal of Clinical Nutrition 42 83-94*

*Almost invariably, mainstream diet products that claim "rapid weight loss" lead to the loss of muscle tissue and water weight. The **Tyrozene** technology has been proven to actually preserve lean muscle tissue while stimulating dramatic weight loss!*

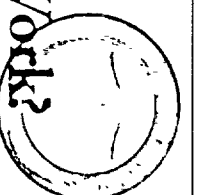
*Metabolism: Clinical and Experimental
International Journal of Obesity 41 (7): 686-688*

UNPARALLELED SAFETY



How Does Tyrozene Work?

The Tyrozene formula has been clinically proven to produce such extraordinary results by:



I. Creating a "Natural Furnace" Within Your Body

This scientifically formulated, pharmaceutical blend is capable of directly stimulating beta receptors located directly on the fat cells, activating a physiological reaction which effectively burns stored fat and generates energy throughout the body. This process is initiated within 30 minutes of ingesting one capsule of Tyrozene.

NOTE: The active agent responsible for this reaction has been found to be **twice as safe as aspirin** and **four times safer than Tylenol** (see *insert* for reference)

II. Decreasing the Availability of Fat

Tyrozene is a potent inhibitor of citrate lyase, an enzyme primarily found in the liver, which is vital in regulating fat metabolism. Once you ingest **Tyrozene**, a sequence of events begins which results in fewer fatty acids being synthesised and therefore less fat available for storage. With less fat stored in the cells, the build-up of body fat will be less

III. Drastically Curbing Your Appetite

Your appetite is controlled by nerve messages between your liver and brain. Your brain uses glucose as food. By decreasing fat and cholesterol production, **Tyrozene** frees the liver to make more glucose. Because of this reaction, the brain sends fewer and less intense appetite signals ... dramatically reducing your cravings for food!

Researchers at the international pharmaceutical company, **Hoffman-LaRoche** recently performed an independent study on the appetite suppressant found in Tyrozene, showing Tyrozene to be 275% more effective!

Tyrozene: Clients Praise Results



I had lost nearly 50 lbs. with Phen Fen. After it was pulled from the market in '97, I gained 15 lbs. back within the first month. Since taking Tyrozene I've lost all of the weight I had regained and have just about reached my ideal weight!
Deborah H., Charlotte, NC



I had tried nearly a dozen diet products before, but this M.I. raised my blood pressure and gave me terrible headaches. With Tyrozene, I lost 30 lbs. in 75 days with NO inactive ingredients!
Carla B., Houston, TX



We had gotten to the point that we just didn't want to get out and do anything anymore. After trying 3 other diet programs, we found Tyrozene. We both reached our ideal weight in the first three months - and it's like we're two different people entirely!
Matt and Heidi A., Birmingham, AL



Tyrozene is the BEST thing I've ever tried that's helped me lose weight AND kept it off!
Amy H., Atlanta, GA



"I've been struggling with my weight ever since I graduated college. Nothing seemed to give up. Tyrozene gave me energy during the day and, within the first few weeks, my appetite was dramatically reduced. I've now lost 47 lbs!"
Peter W., Green Bay, WI

Pharmacological Inc.ations:

- The Research and Development staff at **American Weight Loss Clinic** have spent the past 24 months engineering **Tyrozene**. This process has produced clinically controlled studies in which our clients experienced, on the average, weight loss totalling 14% of their beginning body weight over a two month cycle.
- **For example:** Given these statistics, a 150 lb. person would lose 21 pounds during the two month cycle.
- The **Tyrozene** formula is delivered in easy to swallow capsules, taken twice daily for a two month cycle (for accelerated results, you may take three capsules per day).
- The active thermogenic agent in **Tyrozene** has been found, in laboratory studies, to be **twice as safe as aspirin** and **four times as safe as Tylenol**.
- To date **Tyrozene** recipients have reported no adverse side effects.

Unparalleled Customer Support

Unlike most companies marketing O.T.C. diet medications, **American Weight Loss Clinic's** commitment begins the day you place your order! Our GOAL is to see you realize your ideal weight! Along with your shipment, you will be given the number to our Customer Support Line, where trained professionals are available to discuss your specific needs and concerns.

Monday through Saturday from 10am to 6pm E.S.T.

ORDERING INSTRUCTIONS

- To Order **Tyrozene**, simply:
- Complete the enclosed **ORDER FORM** and return it in the envelope provided **OR**
- Call our **TOLL FREE Order Line @1 800 920 5819**



¹ Hobbs, Larry S., The Pharmacy of Feb. pg. 69 March 1998

The enclosed information is a printed commercial produced exclusively for American Weight Loss Clinic, Inc. All RIGHTS RESERVED. The statements herein have not been reviewed by the FDA.

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Name _____
Address _____
City, State Zip _____



Place
Stamp
Here

TYROZENE: Order Fulfillment Department
American Weight Loss Clinic
4060 Peachtree Road, NE Suite D-332
Atlanta, Georgia 30319-3020



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